

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Interstate Brands Company - Licensing Co.		07/23/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Interstate Bakeries Corporation		
Street Address:	12 East Armour Boulevard		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64111		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1420306	SWEET 16	
CORRESPONDENCE DATA			
Fax Number:	(816)474-9057		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	816-474-9050		
Email:	tmdocketing.vanhoozer@hoveywilliams.com		
Correspondent Name:	Thomas H. Van Hoozer		
Address Line 1:	2405 Grand Boulevard		
Address Line 2:	Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	35122; 1724.588		
NAME OF SUBMITTER:	Thomas H. Van Hoozer		
Signature:	/Thomas H. Van Hoozer/		

CH 1420306 \$40.00

900082920

TRADEMARK
REEL: 003590 FRAME: 0904

Date:

07/27/2007

Total Attachments: 1

source=signed assignment#page1.tif

ASSIGNMENT

WHEREAS, INTERSTATE BRANDS COMPANY - LICENSING CO., a corporation of the State of Delaware, having its principal place of business at 12 East Armour Boulevard, Kansas City, Missouri 64111, has adopted, used and is using the mark SWEET 16 which is registered in the United States Patent and Trademark Office under Registration No. 1,420,306; and

WHEREAS, INTERSTATE BAKERIES CORPORATION, a corporation of Delaware, having its principal place of business at 12 East Armour Boulevard, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said INTERSTATE BRANDS COMPANY - LICENSING CO. does hereby assign unto the said INTERSTATE BAKERIES CORPORATION, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

Executed this 23rd day of JULY, 2007.

INTERSTATE BRANDS COMPANY - LICENSING CO.

By Richard E. Seban
Richard Seban, Executive Vice President
and Chief Marketing Officer

State of Missouri)
) ss:
County of Jackson)

Subscribed and sworn to before me this 23rd day of July, 2007.

Terry E. Humphrey
Notary Public

My Commission Expires:

10/13/09
(SEAL)

TERRY E. HUMPHREY
Notary Public-Notary Seal
STATE OF MISSOURI
Jackson County
My Commission Expires Oct. 13, 2009
Commission #05517439

RECORDED: 07/27/2007

TRADEMARK
REEL: 003590 FRAME: 0906